## **CELEMI Livon** Lite<sup>™</sup>

### "Inspire people and help them realize your company's marketing strategy."

Celemi Livon Lite<sup>™</sup> is the fast track to a basic understanding of the principles of marketing and branding. At the starting point, four companies are fiercely competing in a narrow segment of the marketplace. There is little differentiation, causing a restless customer base with little loyalty to their respective companies.

# Teams need to decide on how to best use their limited resources on attracting a selection of customers.

There are some big issues to discuss:

- How will we attract and retain a steady customer base?
- What are our strengths and how can we leverage them?
- What type of market profile do we want and how will we communicate it?

Customers' perceptions and preferences change as an effect of how they are treated over time. As a consequence, more or less of the potential market share is captured.

Teams assess their performance:

- Were they able to select a position in the marketplace and hold onto it?
- Were they able to attract their customers of choice?
- Were they able to maintain the price level they wanted?
- Did they spend more money than necessary to maintain the operation?

# The power of the customer



#### What clients say

"Very fast and exciting way to learn about our marketing strategy. To compete with your colleagues forces you to do your best. Thank you!"

- Sales Manager, Multinational industrial company, Russia

"Good for large audiences to understand marketing fundamentals. A couple of well spent hours!"

- Training and Development Director, Insurance group, Middle East

"Fun and informative at the same time!"

- Management Consultant, Sweden



www.celemi.com

#### Who benefits?

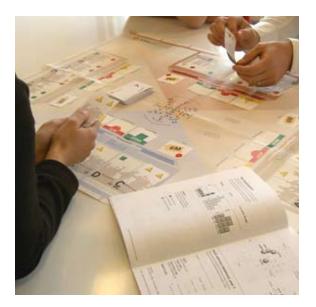
- Those responsible for planning and communicating the launch of a new product or service.
- Sales and marketing staff on the corporate, centralized level can become more aware of the challenges on the localized level (and vice versa).
- Companies facing a merger or acquisition, where there is a need to fuse together differing brands and build a shared understanding of the new profile among key employees.
- Managers of franchise businesses who want to ensure consistent profiling in all locations.
- Marketing professionals who need to communicate the results of market research and its implications for the future.
- Sales people become better attuned to customer targeting, customer behavior and getting their priorities right.
- Marketing consultancies who offer the seminar as an added educational benefit to their own clients.

#### Key results

- Alignment around the "big picture" and a deeper understanding of marketing strategy and tactical initiatives.
- Better decisions for optimal allocation of limited marketing resources.
- Increased responsiveness to customer needs and preferences.
- Deep understanding of the overall business impact of their decisions.
- Inspiring glocal (local within global) performance

#### Key concepts

- · Customer purchasing behavior
- Market positioning
- Customer segmentation
- · Brand mapping
- · Pricing strategy
- · Image tracking
- Budgeting



#### Facts

#### Material

Board-based business simulation.

#### Number of participants

From four to several thousand participants at any one time, or at simultaneous seminars. Participants are grouped in teams of 3-4. One facilitator for every 25-30 people.

#### Participants

Sales and marketing staff.

**Time required** 4-6 hours.

#### Facilitator

Facilitators certified by Celemi.

#### Languages

English Swedish Russian

#### Celemi Solution Provider:



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